

# New Order

**Agency:** Crossroads Media LLC  
**Office:** Alexandria  
**Client:** 12 - CrossroadsGPS  
**Product:** 11 - Crossroads GPS  
**Piggyback Product:**  
**Estimate:** 593 - GPS VA FLIGHT B TV 30'S  
 5.23-5.29.12

**Station:** WJLA-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Billing Cycle:** Monthly  
**Billing Calendar:** Broadcast  
**Received in ePort:** 5/17/2012 5:38:02 PM

**Flight Start:** 05/23/2012  
**Flight End:** 05/29/2012  
**Hiatus:**

**Primary Demo:** A35+  
**Demo 2:**  
**Demo 3:**  
**GRP:** 50.40

**Local/National:** Local  
**Rep Office:** WJLA-TV  
**AE:** Barbara Monares  
**Phone:**  
**OrderID:** 2134966  
**Status:** New

**Airtime Dollars:** \$35,500.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$35,500.00  
**Total Spots:** 18

**CPP:** \$704.37  
**Comments:** Separation: 30

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Totals for Entire Flight		
						5/23	5/24	5/25	5/26	5/27	5/28	5/29	Spots	Rtg	CPP
1	WThFMTu 7A-9A GD MRN AMR-ABC	EM	\$1,200.00	C	30	1	0	1	0	0	1	0	3	1.80	\$666.67
LPMay/2011LP (pav)															
2	WThFMTu 12:30P-1P MILLIONAIRE	DT	\$750.00	C	30	0	1	0	0	0	0	1	2	1.60	\$468.75
LPMay/2011LP (pav)															
3	WThFMTu 6P-6:30P ABC7 NWS AT 6	EN	\$1,600.00	C	30	0	1	0	0	0	1	0	2	2.90	\$551.72
LPMay/2011LP (pav)															
4	WThFMTu 7P-7:30P WHEEL-FORTNE	PA	\$3,000.00	C	30	1	0	1	0	0	0	1	3	4.10	\$731.71
LPMay/2011LP (pav)															
5	WThFMTu 7:30P-8P JEOPARDY	PA	\$4,000.00	C	30	0	1	0	0	0	1	0	2	5.20	\$769.23
LPMay/2011LP (pav)															
6	WThFMTu 11P-11:35P ABC7 NWS AT 11	LN	\$2,500.00	C	30	0	1	0	0	0	1	0	2	2.70	\$925.93

<b>Agency:</b>	Crossroads Media LLC	<b>Station:</b>	WJLA-TV	<b>Order ID:</b>	2134966
<b>Client:</b>	12 - CrossroadsGPS	<b>Product:</b>	11 - Crossroads GPS	<b>Estimate:</b>	593 - GPS VA FLIGHT B TV 30'S 5.23-5.29.12
<b>Flight Start:</b>	05/23/2012	<b>Flight End:</b>	05/29/2012	<b>Received in ePort:</b>	5/17/2012 5:38:02 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	5/23	5/24	5/25	5/26	5/27	5/28	5/29	Totals for Entire Flight		
													Spots	Rtg	CPP
LPMay/2011LP (pav)															
7	WThFMTu 11:35P-12:05A ABC-NITELINE	LF	\$1,200.00	C	30	1	0	1	0	0	0	1	3	1.80	\$666.67
LPMay/2011LP (pav)															
8	Su 11P-12A ABC7 NWS AT 11	RT	\$1,600.00	C	30	0	0	0	0	1	0	0	1	2.50	\$640.00
LPMay/2011LP (pav)															
Total Spots:						3	4	3	0	1	4	3	18		
Total GRP/GIMP(000):						7.7	12.4	7.7	0.0	2.5	12.6	7.5	50.4		
Cash\$ - Spots: \$35,500.00 - 18    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$35,500.00    Total CPP/CMP: \$704.37															